

Press Release

3 May 2017

**BRITISH
FRIENDLY**

It feels good to be covered

British Friendly launches Bereavement Benefit

British Friendly has enhanced its discretionary Mutual Benefits programme, which is core to its Income Protection proposition, with the addition of Bereavement Benefit. The new benefit will be provided for all new and existing insured members at no extra cost. It is timely as the government's Widowed Parent's Allowance, Bereavement Allowance and Bereavement Payment were replaced with Bereavement Support Payment in April, meaning 75% of newly widowed parents may be worse off*.

Bereavement Benefit is a discretionary benefit designed to provide a lump sum to members who suffer the loss of their spouse, partner or child. The amount payable will be a lump sum equal to thirteen times the member's weekly Income Protection benefit with a minimum payment of £1,000. Bearing in mind that an estimated seven out of ten newly widowed parents are not financially stable after 18 months*, this pay out could allow them to take some time away from work or contribute towards the cost of a funeral.

Bereavement Benefit is part of the Mutual Support pillar of British Friendly's Mutual Benefits programme that launched in February and sits alongside their Death Benefit, Care Assistance Benefit and healthcare services provided by Square Health.

Emma Thomson, Head of Customer Care at LifeSearch, commented: "This is a fantastic addition to British Friendly's Mutual Benefits package. It will enable policyholders coping with bereavement to take a break from work without having to worry about finances, and instead focus on the practical and emotional issues they'll face after losing a loved one. It's another initiative that shows British Friendly really cares about the wellbeing of its members."

Nick Telfer, British Friendly Head of Product and Propositions, said: "With Bereavement Benefit we are building on the work we've done to return value to our members by further enhancing their cover so that it is inclusive and protects against events that impact them as well as their wider family."

“We want to grow the appeal of Income Protection in the intermediary market and help advisers to win and retain customers. We believe initiatives like Bereavement Benefit help to achieve these goals.”

Managing Director of Assured Futures, Ian Sawyer, said: “British Friendly now has a comprehensive Income Protection offering that goes beyond a quality core policy and offers support for a range of eventualities that can cause both emotional and financial pressure. Considering the recent changes to the state benefits system, this is another reason for people to be positive about protection.”

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*Source: <http://www.cruse.org.uk/news/bereavementpayment>

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Notes to editors

About British Friendly

Founded in 1902 to provide sickness benefits for Commercial Travellers, British Friendly has over a century of experience of “being there when our members need us most.” Based in Bedford, British Friendly is one of the larger UK Friendly Societies with £90m in assets. As a mutual we exist solely for the benefit of more than 21,000 members and have no shareholders to whom we need to pay dividends. www.britishfriendly.com